MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

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FINAL EXAMINATION

T1, 2019/ 2020

BEL7084 – INFORMATION SYSTEMS AND ELECTRONIC COMMERCE

(All Sections/Groups)

27 SEPTEMBER 2019
9.00 a.m – 12.00 p.m
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consist of **THREE (3)** pages (including the cover page).

2. Answer **ALL** questions. The marks distributions are given in parentheses.

3. Write all your answers in the **Answer Booklet** provided.

Question 1

a. Based on the statement below from CIO.com recently, defend how the information systems' SIX (6) objectives facilitates digital experience in organizations. Give an example for each objectives to support your answers.

> "Organizations are finding that to be successful, they must improve the digital experience. Many of this year's Digital Edge 50 award-winning organizations have done just that."
>
> (Source: Collet, S. Humanizing the digital experience. CIO.com dated 24 June 2019. Accessed from https://www.cio.com on 28 July 2019)

(18 marks)

b. Assume that you are hired by Lazada.com, one of the leading online shopping and selling destination in Southeast Asia. Analyze how you could use information systems to achieve greater customer experience to improve your organization's sales.

(7 marks)

(Total: 25 Marks)

Question 2

a. Forbes (January 2019) stated that "enterprise apps are changing the face of business. They increase worker productivity, leverage big data, and help optimize business process efficiency." (https://www.forbes.com).
Describe THREE (3) major enterprise systems for overall business processes, customers and suppliers.

(15 marks)

b. There is an increase in interest among banks and other financial sectors in the adoption of Artificial Intelligence (AI). State THREE (3) benefits and TWO (2) limitations of this adoption in banking sector. (10 marks)

(Total: 25 Marks)

Continued...

Question 3

a. Evaluate the following statements in terms of the impact of technology to business mentioned:

i. "Scoring citizens' behaviors can spark dystopian fears. That's what appears to be happening with China's social-credit program. The plan gives citizens a credit score similar to those calculated by the likes of Experian Plc, but then adds rewards and penalties for behavior." Bloomberg, June 2019 (10 marks)

ii. "The Raspberry Pi Foundation's trading division, which has given £17 million ($22 million) toward promoting computer science in schools, has seen demand for its cheap device skew increasingly toward commercial users, Forbes has learned." Forbes.com, March 2019 (10 marks)

b. Differentiate between data warehouse and data mining. (5 marks)

(Total: 25 marks)

Question 4

a. Walmart is innovating using information systems to stay ahead of competition. Discuss any FIVE (5) ways how this was implemented. (15 marks)

b. Describe the security threats for an e-commerce. Use a diagram to support your answer. (10 marks)

(Total: 25 marks)

End of Paper